

THE ALMA RECORD

VOL. XLII.—NO. 36

\$2.00 the year—5c the copy

ALMA, MICHIGAN, THURSDAY, DECEMBER 2, 1920

SIXTEEN PAGES

WHOLE NUMBER 2176

DECEMBER 5 IS ALMA'S CIVIC SUNDAY

Lee H. Bierce Gave A Splendid Address

Manager of Grand Rapids Chamber of Commerce
Held Close Attention of Audience as
He Pounded Home His Points

CO-OPERATION MUCH NEEDED

Is Vital Factor In The Promot-
ing of Best Interests of
Communities.

Friday evening at a mass meeting held in the high school auditorium, at which Charles H. Goggin, president, Lee H. Bierce, secretary-manager of the chamber of commerce of Grand Rapids gave an address on the functions of a chamber of commerce, this being the second of the series of addresses in the educational campaign in the re-organization work of the local organization.

In opening his address Mr. Bierce stated that the functions of a chamber of commerce were to make a community bigger and better. He then called attention to Flint and Detroit, which communities had been growing bigger so rapidly that it was now necessary to mark time, while the cities were being made better by municipal expansion and improvement, and the inhabitants there might enjoy the advantages of city life which they had the right to expect.

He stated that the people of a community were morally bound to support a chamber of commerce, as the community had created the advantages that its people had, and that the best way to pay the debt that was owing to the community was to support the chamber of commerce.

He stated that there were four things that every chamber of commerce needed, a motive, money, men and a manner in which to use them.

The motive, he said, was to make the community bigger or better, or busier. Money was needed for clerk hire, and other things necessary to conduct a chamber of commerce. Men were needed who would support the various undertakings of a chamber of commerce that these undertakings might be brought to a successful conclusion, and because the united mentality of the community was needed behind the chamber of commerce to make it succeed.

Mr. Bierce then told of the ten year fight in Grand Rapids to secure good drinking water, needed to make the city grow. He told of the expenditure of a small sum of money, there, to correct the evils in the fire alarm system, whereby the insurance rate was lowered in Grand Rapids, saving the community \$80,000 per year, and then of an expenditure of \$125,000 more, for enlargement of water mains, whereby the insurance rate was lowered, saving to the city another \$80,000 in insurance rate each year, this being to set forth just one of the functions of a chamber of commerce.

He then spoke of the number of industries in Grand Rapids that built additions to their plants last year, and the far larger number of workmen that they used. This created a house shortage, he stated, and the chamber of commerce there then organized a company to build houses, to do away with the shortage.

Not the least of the co-operative measures that were needed, according to Mr. Bierce, was the patronizing of home merchants. He stated that while Grand Rapids had many good stores, and that the chamber of commerce there represented them, it frowned on the fact that people of other places came there and purchased goods that they could just as well secure at home. He strongly advised Alma people supporting home merchants, in making their community better.

Following his address the audience gave Mr. Bierce a rising vote of thanks.

At this meeting the members of the old board of trade voted to amend the bylaws of the organization.

The name of the Alma board of trade was changed by one amendment to the Alma chamber of commerce. Another amendment raised the old membership fee from \$1.00 to \$15.00 per year, provided for joint membership of husband and wife at a fee of \$25.00 per year, and also provided that one or more memberships could be held by a store or industry. The third amendment increased the amount of indebtedness that the board of directors could create in its work, the former amount being only \$100.00.

H. E. Reece, secretary manager of the organization, before the address by Mr. Bierce outlined the methods that are being undertaken in the educational campaign, and stated that it was the method that had been

used with fine success in other communities, and adapted here because a study of campaigns in other cities had indicated it the only advisable method to follow.

THE BROTHERHOOD OF BETTER THINGS

He dreamed of a better city, he longed for a fairer fame, For the home of his daily labors, and he talked of a brighter name For the scenes of his children's play-time and the place of his children's birth.

And he talked as a man who loved his town and was proud of her splendid worth. He told her needs as he saw them, to him were her failings known, And he wanted to build for her greatness—but he couldn't do it alone.

He was one of the many thousands who dreamed of the better day With visions of greater splendors when they should have passed away.

And each in his dream, unselfish, could picture a distinct goal When his city should rise in beauty and throb as a living soul, But the dreams would have come and vanished, and the visions from earth have flown.

Had each of the dreamers tried to work for his city's fame—alone.

You may think great thoughts for the future, you may fashion and build and plan, But you never shall see your dreams made real, save your work with your fellowman.

And never a greater city shall spring into being here Save that the many have labored together its fame to rear.

Out of the hearts of our fellows has all of our greatness grown, Together they stood for this purpose—for no one could do it alone.

Stand off by yourself with your dreaming and all of your dreams are vain. No splendor of soul or structure can man by himself attain.

We will dwell as brothers, as brother then we must toil; We must share in a common purpose, as we share in a common soil. And each who would see accomplished the dreams he is proud to own, Must strive for the goal with his fellows—for he cannot reach it alone.

Edgar A. Guest.

LUSK ADDRESSES

LARGE GATHERING

Hon. George L. Lusk Pointed
Out Need Cities Have For
Chamber of Commerce.

George L. Lusk, state official, and resident of Bay City, secured by the Chamber of Commerce to take the place of Colonel Gansser, as the speaker at Tuesday evening's meeting, gave an address that was well appreciated by the good sized audience that attended the meeting in spite of the damp weather.

In his address Mr. Lusk pointed out that co-operation, devotion to the community, community patriotism, and unselfishness were necessary in the making of a successful chamber of commerce. In showing what co-operation and patriotism, properly applied would do, he called attention to the performance of the American people during the war, when united effort was banded for Red Cross work, for Liberty Loans, etc.

He stated that the plan of the Alma Chamber of Commerce in attracting the ladies as members was something new, and that it would bring in a big power for community betterment.

Agricultural conditions in the surrounding territory, methods of conducting such conditions, and like matters of importance to Alma were gone into to some little extent during the address, giving a slight inkling to the valuable work that a chamber of commerce could do here.

BOOZE CAUSES HIM TROUBLE

Arthur Zelma, for whom local officers had been seeking for several days, was arrested last week, charged with having liquor in his possession illegally. He was taken before D. L. Johnson, justice of the peace, for hearing, and was bound over to circuit court for trial. He furnished bail.

MAYOR'S PROCLAMATION

E PLURIBUS UNUM

IN UNION THERE IS STRENGTH

Constructive cooperation not destructive criticism will make for a better, bigger, a brighter, a happier, a more progressive, a more industrial, a more home-loving, a more sanitary, a better educational, a better moral and spiritual, A GREATER ALMA. People of Alma, do you want such a city? Do you want a live, progressive, wideawake, thoroughly modern and up to date place in which to live, rear your children and gain a competence for old age? Efforts are being put forth to make Alma such a place. It can be done with your constructive co-operation. Will you help by giving this movement your support? You have been to the splendid meetings that have been held. You will go to others. You have heard what men of experience and experts along this line have said to you at those meetings. You will want to hear what other men will have to say. You will want to hear what our own citizens have to say. This is a great awakening for ALMA. It's in the air. Can't you feel it? Don't you hear it? Can't you breathe the very life for a new era for Alma? Your Alma! My Alma! OUR ALMA! She needs the co-operation of every man, woman and child, of every race and color, of every creed and denomination within her borders, that breathes the breath of Americanism and has the red corpuscles of Americanism in his veins. Especially does ALMA want you for a great gathering of her people in a CO-OPERATIVE UNION RALLY on Sunday afternoon at 7:30 o'clock, at the Alma High School Auditorium.

THEREFORE, I, Charles R. Murphy, Mayor of the City of Alma, do hereby proclaim that the places of worship in the several respective churches in our city be closed on Sunday evening at 7:30 o'clock, and that those accustomed to attend there at join with the citizens of Alma in a CO-OPERATIVE UNION RALLY in the Auditorium of the Alma High School Building. And I further proclaim that all theatres, other places of amusement, cafes, and restaurants, in the city of Alma, be and remain closed from the hour of 7 to the hour of 9 p. m. on said day, and those who are in the habit of assembling at such places at such time, attend the services above specified, all with the object of a better Alma.

CHARLES R. MURPHY, Mayor.

Clergymen Endorse Alma's New Chamber of Commerce

Pastors of the Various Alma Churches See Opportunities
For Wonderful Community Betterment Through
An Active Organization of This Nature

The clergymen of the city of Alma have all endorsed the work of promoting a good Chamber of Commerce in this city, as they believe that such an organization is not only for the purpose of securing new industries for a community, but that it must, to be a successful Chamber of Commerce, such as it is hoped to make the one in Alma, an organization that will function in many effective ways in aiding in the promotion of civic betterment.

Civic betterment of course includes the securing of new industries, which will make a community bigger than ever, but it means more than that—much more. It means the beautifying of a community to such an extent that it will attract as does a magnet. It means the establishing of play grounds and recreation spots for the residents of the community. It means the uniting of the community intelligence for better moral and social conditions in every way. It means aiding in the bringing about of good regulative measures in the community. It means aiding in bringing capital and labor into closer co-operation in the community. It means that efforts should be banded towards better traffic conditions. In fact it means the lending of effort and interest in every measure that is a community proposition, as a Chamber of Commerce is nothing, if not an organization for the betterment of the community in every respect.

With these reasons in mind the clergymen of the city have heartily endorsed the movement that is on foot. They speak not only for themselves, but also for those whom they represent.

Following are a number of endorsements by various clergymen of the city:

Rev. W. L. Gelston



Called out of the city this week, Rev. Gelston of the First Presbyterian church, was unable to prepare an

expression in regard to his views of the Chamber of Commerce, but at a meeting held several days ago he gave the movement his strong personal endorsement, feeling that such an organization would have much power in making a better community, morally, socially, educationally, commercially and industrially.

Rev. J. F. Williams



"The Chamber of Commerce is a civic agency through which the social intelligence and conscience of the community may function in many effective ways.

"Through it our educational institutions should receive fostering care. Our local churches, especially interested in all matters affecting the social and moral well-being of the individual, the family and the community at large, may here find means of putting into effect wise regulative measures. Of course our business and farming interests, on which depends so largely the general well-being of the community, needs such facilities of trade and commerce which only an efficient Chamber of Commerce can promote. The entire community, with all its multiplied interests, may be greatly benefited by the cooperation of our citizens through this agency.

"I speak the mind of the members and friends of the First Christian church when I voice hearty approval of our new Chamber of Commerce.

"J. F. Williams, Pastor First Christian Church."

Rev. Matt. W. Duffey

"This is OUR town; not your town or my town, but OUR town. The ideal Chamber of Commerce is us in action. Not a part of us or just a few leaders among us, but all of us functioning in one fine organization for the good of us all. Not thinking only of the merchant, or of the manufacturer, or the professional man, but it is all of us thinking, and planning, and purposing, and achieving for us all.

"Do we know the possibilities of our city? I am satisfied that no one can predicate all the good, all the possibilities, all the potentialities in our citizenship and in our city. If we cannot even guess how great and wonderful are our possibilities, how can we be realized upon apart from a united effort to develop, to progress, to achieve them? Because I believe in the people, because I believe in all the people sharing the responsibilities, because I believe in all the people sharing the benefits, because I believe the Chamber of Commerce idea would bring together all the people for service and benefit I am for the Chamber of Commerce first, last and all the time. Put me down as a booster for the Chamber of Commerce.

"And now here's for ALMA, OUR OPPORTUNITY AND RESPONSIBILITY."

"Matt. W. Duffey, Pastor, M. E. Church."

Rev. J. Frank Jackson

"There are two distinct phases of city life. There is one that has to do with all the material or physical elements, such as streets, parks, buildings, railways, etc. There is also the other great element of thought, passion and will. In studying a city we must ever keep these two different, but closely related elements of life in our mind.

"There are some people who think of a city only in terms of its physical well being. Their whole attention is devoted simply to factories, banks, real estate and such things. A city to them is only a place in which to do business and make profit. 'Business' according to this view point, is the one external by which to measure the value of city life.

"There are other people who tend to think of a city almost exclusively in terms of thought and emotion. To them a city is simply a home for



schools, theaters, art and music halls. The standard by which they measure city life is education and culture.

Churches of Alma to Hold Big Meeting

Frederick O'Mara of Detroit, Michigans's Best
Orator, Will Give Address at Sunday
Evening's Big Civic Rally

Right in our own state you can see cities that are built on these separate foundations. There are cities that are simply industrial centers without any higher educational or cultural influences. They are crude, selfish cities when thoroughly studied. There are other cities, smaller in size, that are nothing but educational and cultural centers. Their life is interesting and refined, but it lacks the dynamics of industry and commerce. This kind of a city is lopsided and limited just as the purely industrial city is.

"But whatever type of city may be studied we shall always find present a conflict of aims and ideals. It becomes the duty of citizens to study these various groups of people who belong to them. The Board of Commerce is representative of the industrial and commercial class. It can be of influence as representing these interests by interpreting the aims of the commercial and industrial class to the rest of the city with a view of bringing about a greater spirit of cooperation. No doubt this is the program of expansion in connection with the Alma Chamber of Commerce. If the Alma Chamber of Commerce can bring about such co-operation along with the industrial, educational, cultural and religious forces of the city it can be a power for the harmonization of our physical and spiritual life and can contribute to the enlargement of the Civic Vision.

"J. Frank Jackson, D. D., St. John's Episcopal."

(Continued on page four)

IT ISN'T YOUR TOWN—IT'S YOU

"If you want to be in the kind of a town
Like the kind of a town you live,
You needn't slip your clothes in a
HUB
And start out on a long, long hill.
You'll only find what you left behind,
For there's nothing that's really new,
It's a knock at yourself, when you
breathe your town.
It isn't the town—it's you."

Real cities are not made by men
afraid
Last somebody else gets ahead.
When everyone works and nobody
shirks
You can raise a town from the dead.
And if while you make your own
stake
You help make your neighbor's too
Your town will be what you want to
see.
It isn't the town—it's YOU."

—Whit Weatherly.

FALL TAXES ARE BEING COLLECTED

Total of Tax Is Smaller Than
Year Ago, Although School
Tax Is Greater.

The annual fall state, county and school taxes are due, and D. W. Adams, city treasurer, is at the city hall daily, ready to receive the taxes from Alma property owners. The total tax this year is \$17.00 per thousand of valuation.

The taxes must be paid before January 9, 1921, if the property owners of the city are to avoid interest on them.

The school tax is by far the largest single item in the fall taxes. The amount for school purposes is \$11.43 per thousand of valuation. This is a big increase over last year, when the tax was \$7.28. This is made necessary by the growth of the schools, which has called for new teachers, and other added expenses, as well as to provide for the higher costs of all materials.

The state tax amounts to \$3.20 and the county tax to \$2.37.

The total of the taxes per thousand of valuation for the entire year, thus including the city tax, is smaller than either of the past two years, this being because the city tax, is smaller than either of the past two years this being because the city tax was smaller this year than during the past two years, and also because of the valuation increases for taxation purposes, which naturally worked to decrease the tax per thousand of valuation. In 1918 the total of the taxes was \$13.13. In 1919 it was \$30.59, and this year it is \$29.00.

Word has been received here of the marriage of Octavio P. Guerra, of the class of 1918, Alma College, to Miss Anne Roberts of Saginaw. Mr. Guerra is now a teacher in the Saginaw East Side High School.

RETAILERS TO MEET FRIDAY

Intensive Campaign Is Prom-
ised Throughout City In
Big Drive.

With the third week of the educational campaign of the Alma Chamber of Commerce coming to an end this week, arrangements are now ready for the big membership drive, which will open Monday, following the big civic rally that is to be held Sunday evening. The campaign promises to be an intensive one that will bring in as members of the Chamber of Commerce over five hundred residents of the community.

Aside from the big community rally on Sunday evening, and the special sermons in the morning of the Civic Sunday, the one other big meeting that is still to be held before the membership drive opens, will come Friday evening.

This meeting, to be held in the American Legion rooms of the City Hall, is to be called promptly at 8:00 p. m. and is for all of the retail merchants of the community. Everyone else who is interested in the movement is invited to attend the meeting. Jasen E. Hammond, manager of the Michigan Retail Dry Goods Association, has been secured as the speaker of the evening. He is certain to have a message for the business men of the community that will be well worth hearing.

Sunday morning the pastors of all of the churches of the city will urge civic co-operation in their sermons, and call attention to the fact that civic co-operation will best find its expression through the Chamber of Commerce. An appeal for Near Relief will also be made by the clergymen at the morning service.

In the evening the entire city will unite in a big community rally to be held at the usual time of the evening service of the churches of the city. This will be held in the High School auditorium, which is centrally located and which will have plenty of seats for those who attend.

Mr. Frederick O'Mara, a former Baptist minister, who is now in business in Detroit has been secured as the speaker at the big civic rally. Mr. O'Mara is considered as the leading orator of the city of Detroit, and during the year was in constant demand as a Liberty Loan and Red Cross speaker. He is now making numerous addresses in Michigan and Ohio, at just such meetings as the one planned for Alma Sunday evening. He has a keen insight to community conditions and needs, and will have a worth while message for the people of Alma.

Music for the big rally will be furnished by the High School chorus and the College Glee clubs.

During the day Monday, the final details of the membership campaign will be carefully gone over, the various teams, into which the two regiments will be divided, will be given their final instructions and everything made ready for the red hot drive that will open Monday evening.

The push for the memberships of the Chamber of Commerce, will be opened Monday evening, with a big banquet, that will be held at the Wright House, at which all of the officials of the Chamber of Commerce, including the executive committee, J. W. Blakely and C. H. Goggin, colonels of the two regiments, and John C. Chick and Harry Gerber, lieutenant colonels, the captains and the members of the teams will be present.

The principal speakers at the luncheon of the workers will be given by Clarence Hammond, one of the officials of the Jackson Chamber of Commerce.

Daily reports of the progress of the teams which compose the regiments will be made at the Chamber of Commerce headquarters during the drive for memberships, and the executive committee feels that with the work that has already been done, there is little question but that at least five hundred memberships will be forth coming during the life of the campaign.

The regiment which secures the greatest number of memberships during the campaign will be guests of honor at a Victory luncheon to be held following the drive, and both Mr. Blakely and Mr. Goggin are doing everything possible to have the teams that compose their regiments, in the best possible shape to make a thoro campaign, by which they hope to defeat the enemy in the battle of memberships.